



DRAFT AGENDA
(subject to change)
April 27, 2007

An FTC Workshop Focusing
on Mail-in Rebates

INTRODUCTORY REMARKS

- Welcoming Remarks from the FTC
- All workshop participants will be asked to fill out an anonymous survey where they list their general affiliation (e.g., consumer, government, trade association, manufacturer, retailer, fulfillment house) and state what they see as the top 3 problems with rebates.

PANEL 1: AN OVERVIEW OF REBATES

- During this portion of the workshop, participants will hear about how rebates work, how they have evolved, and how they affect the bottom line of manufacturers, retailers, and consumers.
- Specific topics include:
 - The history of rebates
 - The value of rebates as a marketing tool for manufacturers and retailers
 - The life cycle of a rebate, from coupon to cashing-in
- *Panelists will include experts in marketing and rebate fulfillment as well as representatives from industry trade associations and the FTC.*

PANEL 2: REBATES: OPEN THE ENVELOPE AND CUT THE CHECK: WHAT COULD GO WRONG?

- During this portion of the workshop, participants will hear about how rebate programs can succeed or become problematic. Government attorneys and consumer advocates will discuss “war stories” of how rebate programs can go awry.
- Specific topics include:
 - An overview of rebate programs that have resulted in law enforcement actions

- How rebates can go wrong from the consumer's perspective
- How rebates can go wrong from a business perspective
- *Panelists will include representatives from national, state and local governments, consumer groups, and industry trade associations.*

PANEL 3: THE FUTURE OF REBATES

- During this portion of the workshop, participants will hear about recent trends in rebate marketing and fulfillment, the future viability of rebates and recent proposals to regulate rebates by various states.
- Specific topics include:
 - Proposed state legislation directed at regulating rebates
 - Recent trends in rebate marketing and fulfillment
 - Company decisions to limit or end rebates
- *Panelists will include representatives from states with existing or pending laws regarding rebates, as well as from fulfillment houses, attorneys, retailers and manufacturers who have pioneered new directions for the traditional mail-in rebate.*

PANEL 4: INDUSTRY SOLUTIONS: EXPLORING BEST PRACTICES IN REBATE FULFILLMENT

- During this portion of the workshop, participants will hear from retailers, manufacturers, and fulfillment houses, what “best practices” they have developed to avoid the pitfalls of rebates.
- Specific topics include:
 - Best practices from a manufacturer's perspective
 - Best practices from a retailer's perspective
 - Best practices from a fulfillment house's perspective
- *Panelists will include industry representatives (manufacturers, retailers and fulfillment houses) who have implemented exemplary and innovative “Best Practices” in designing and fulfilling rebate programs.*

PANEL 5: THE REBATE/DEBATE: LEGISLATE, LITIGATE OR LOSE REBATES?

- During this portion of the workshop, the results of the “top 3 rebate problems” survey will be revealed to the audience. A representative panel will be asked to discuss possible solutions to the rebate question, and who they think should be responsible for making the changes. The entire audience will be asked to participate in this discussion.
- *Panelists will include representatives from all the groups listed above.*